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ABSTRACT

In response to the expressed needs of physicians in general practice, especially those in smaller hospitals and rural areas, for improved opportunities in continuing education, the Department of Postgraduate Medicine and Health Professions Education at the University of Michigan Medical Center developed the Media Library. A series of short synchronized slide-tape programs, Media Library deals with medical problems seen frequently by physicians in general or family practice. Because of the encouraging results of field trials, the department committed itself to a major production effort, and in the fall of 1972 Media Library program subscriptions were offered to hospitals. Subscribers report usage for both individual and group study by physicians, medical students, and physicians' assistants. A syllabus has been developed for each of the 18 programs consisting of a statement of objectives, a reading reference list, a summary of the program, and a post test with answers. Media Library has been accredited for continuing medical education hours by several medical associations. Feedback is regularly solicited from subscribers as to usage, suggested program topics, and system improvement. (Author/SL)

MEDIA LIBRARY - A PROGRAM TO INCREASE HOSPITAL-BASED LEARNING OPPORTUNITIES FOR PHYSICIANS

U.S. DEPARTMENT OF HEALTH
EDUCATION & WELFARE
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EDUCATION

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In 1969 the Institute for Social Research at The University of Michigan conducted The Michigan Physician Study, a survey of the attitudes, concerns and continuing education needs of more than 1,000 physicians in Michigan. Both medical doctors and doctors of osteopathy were included in the study. A significant finding of the study was that physicians in general practice, particularly in the smaller hospitals and in the more geographically remote areas, have greater difficulty continuing their education and were not as satisfied with educational opportunities offered by their hospitals as those physicians in the larger metropolitan hospital areas.

In response to the expression of these needs, the Department of Postgraduate Medicine and Health Professions Education at The University of Michigan Medical Center developed Media Library, a series of synchronized slide-tape programs dealing with medical problems seen frequently by physicians in general or family practice.

From November 1969 through August 1970, a pilot project was undertaken. Equipment and programs, some purchased from national sources and some on hand from University of Michigan faculty sources, were field-tested in five community hospitals. These tests showed:

1. physician acceptance of this format was high
2. sophisticated equipment was not necessary
3. synchronized rather than unsynchronized programs were preferred
4. short- to medium-length (10-20 minutes) programs were preferred
5. an Independent Study Center in a community hospital should be in an area of reasonably high physician traffic but at the same time must have a fair degree of privacy.

Because of the encouraging results of the field trials, the department committed itself to a major effort in program production. In September, 1971, a producer was employed to oversee the development of 18 programs each year written specifically for Media Library. Authors of the programs are members of The University of Michigan medical faculty.

In the fall of 1972, Media Library program subscriptions were offered to hospitals. Current subscribers report the programs are well accepted by practicing physicians for individual study as well as for use in staff meetings. The target audience for these programs has been, and continues to be, physicians in general practice in small (under 200 beds) community hospitals. This group constitutes approximately 25 percent of all subscribers. However, the programs are also used by students in medical schools and some of the programs have been found useful in curricula for physician assistants and respiratory therapists. About 29 percent of the subscribers are teaching hospitals where Media Library is used primarily in the educational programs for house officers.

A syllabus has been developed for each program. This consists of a statement of the objectives of the program, a reading reference list, a summary of the program and a post test with answers. By using the syllabus in conjunction with the slide-tape program, the physician has a compact package for self-instruction and continuing education available in his own hospital, at his own convenience.

The programs have been accredited for continuing medical education hours required for membership or awards by several professional organizations. The American Academy of Family Physicians accepts the programs for one-half hour of prescribed credit per program (within the limit of hours accepted for audiovisual learning). The Canadian College of Family Physicians gives one-half hour of credit per program, while the American Osteopathic Association grants one-half credit in Category 11-B for each program. The American Medical Association accepts the programs for credit on an hour-for-hour basis in Category 1, when all other requirements for the use of audiovisuals are met for the Physician Recognition Award.

Since several states have continuing education hours required for membership in the state medical society and accept the Physician Recognition Award as evidence of meeting these requirements, this accreditation is particularly meaningful to physicians in those states. Being able to continue their medical education in their own hospitals not only saves the physicians time and expense, but has the additional benefit of keeping them in the community health care delivery system.

Every two years the authors are asked to validate their programs. At that time, any changes necessary to update the program can be made. The ease of changing slides or tapes in this updating program was one consideration in the choice of the slide-tape format for Media Library. Subscribers are notified of any changes in a program and can purchase the tape or slides needed to update their programs at a nominal cost.

To make Media Library as useful as possible, each subscriber hospital is surveyed annually as to the use of the programs, by whom, where and is asked for suggestions for future programs. Feedback on the programs is actively solicited on a regular basis, and an advisory committee appointed by the Michigan Academy of Family Physicians serves as consultants to the project. Media Library, or any other program, is only useful if it serves the needs of the users.

Several services are provided for subscribers and potential subscribers to Media Library. Information about the kinds of equipment available, approximate prices and addresses of national headquarters for each has been compiled and can be provided those who request same. Also, a partial list of other programs using the same format is available to those who desire more programs to use with their equipment. Subscribers and friends receive from Media Library a monthly newsletter with a review of one or two new Media Library programs, information about the authors, names of new subscribers, tips on the care of audiovisual equipment, and special features such as information on how a program is produced, the spreading geographical distribution of subscribers, or the novel use of Media Library by a subscriber--for example, the traveling bus of the University of British Columbia.

A unique feature of Media Library is its reaching out to the physicians in the communities, encouraging them in their continuing education efforts and assisting them in instituting educational systems within their hospitals.

Every physician who can continue his education in his own hospital is that much stronger a link in the health care delivery system, both by his keeping current and his remaining in the community. To assist in this effort is the objective of Media Library.

THE UNIVERSITY OF MICHIGAN MEDIA LIBRARY..A HOSPITAL-BASED LEARNING OPPORTUNITY

This is a series of slide sound study programs for physicians. Produced by the University of Michigan Independent Study Unit at the Medical Center and faculty authors, it represents a new approach to hospital-based learning opportunities.

The programs were developed in response to a need expressed by practicing physicians. They are currently being used by attending staff in community hospitals, in teaching hospitals by house staff, and in medical schools by students. Subscribers have found Media Library to be useful in educational programs both for group viewing and for independent study.

Program topics are selected with the needs of physicians in family or general practice in mind. Each year eighteen new titles are offered. Viewer participation in topic selection for future productions is encouraged and actively solicited. Periodic review and necessary changes are made to keep the programs as up to date as possible. When there are significant changes in a program, subscribers are notified and can purchase the revisions at a reduced rate.

Programs can be purchased either on a subscription basis (Standard — selection of 18, or Special — selection of 9) or individually. They are retained by the subscriber as a readily available Media Library for continuing medical education.

Media Library is accepted for continuing medical education credit by The American Academy of Family Physicians, The American Medical Association, The American Osteopathic Association, and The College of Family Physicians of Canada.

These short audiovisual programs consist of an audio tape cassette of 15 to 20 minutes in length synchronized with 50 to 80 2" x 2" color slides. The series is designed for an automatic slide projector using a tray that holds at least 80 slides and an audio cassette player which can be synchronized with the projector. Either a projector such as the Kodak Carousel with an audio playback unit similar to the Wollensak or Telex or a self-contained unit, such as the Singer Caramate or Setco Synchromedia, is very satisfactory. Your local audiovisual dealer can assist you in selecting the most appropriate equipment for your needs.

The synchronized color slide/audio cassette format allows for ease of viewing and utilizes the widest variety of standardized equipment. It provides medical expertise via an efficient and appealing use of the busy physician's time.

A syllabus containing a statement of purpose and objectives, relevant references for further study, a summary of the points covered and a post test (with answers) is included with each program.

Subscribers also receive the Media Library newsletter. Program developments, author backgrounds, suggestions for innovative uses of Media Library programs, and a variety of other pertinent and informative features are included in "ML News."